ORDER

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Order / Rev:	330539		CITALINE IN I	
Alt Order #:			CHAININELOKION	
Product Desc:			YOUR CENTRAL DONST NEWS SOURCE	
Estimate:	433		CBS - Salinas, CA	
Flight Dates:	10/07/16 - 10/16/16	Primary AE:	John Hefner	
Original Date / Rev:	10/05/16 / 10/06/16	Sales Office:	M-LA	
Order Type:	GENERAL	Sales Region:	NAT	_
Name:	BlueWest Media			
Buying Contact:		Billing Type:	Cash	
Billing Contact:		Billing Calendar:	Broadcast	
	5130 E. 18th Ave.	Billing Cycle:	EOM/EOC	
	Denver, CO 80220	Agency Commission:	15%	
Name:	Save Lives CA	New Business Thru:		
Demographic:	HH	Order Separation:	00:15:00	_
Product Codes:	PL02	Advertiser External ID:		_
Priority:	P-4	Agency External ID:		
Revenue Codes:	AGY, POL, ISSUE	Unit Code:	General	
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Name: Demographic: Product Codes: Priority:	Alt Order #: Product Desc: Estimate: 433 Flight Dates: 10/07/16 - 10/16/16 Original Date / Rev: 10/05/16 / 10/06/16 Order Type: GENERAL Name: BlueWest Media Buying Contact: Billing Contact: 5130 E. 18th Ave. Denver, CO 80220 Name: Save Lives CA Demographic: HH Product Codes: PL02 Priority: P-4	Alt Order #: Product Desc: Estimate: 433 Flight Dates: 10/07/16 - 10/16/16 Primary AE: Original Date / Rev: 10/05/16 / 10/06/16 Sales Office: Order Type: GENERAL Sales Region: Name: BlueWest Media Buying Contact: Billing Type: Billing Calendar: 5130 E. 18th Ave. Billing Cycle: Denver, CO 80220 Agency Commission: Name: Save Lives CA New Business Thru: Demographic: HH Order Separation: Product Codes: PL02 Advertiser External ID: Priority: P-4 Agency External ID:	Alt Order #: Product Desc:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/16/16	73	\$11,765.00	\$10,000.25

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	73	\$11,765.00	\$10,000.25	0.00
Totals	73	\$11,765,00	\$10,000,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Hefner			Start Of Order - End Of Order	100%

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KION 10/07/16 10/16/16	M-F 7A-9A CBS This MoCM	7A-9A	MTWTF	:30	10	\$100.00P-2	0.00 NM	12	\$1,200.00
	M-F 7A-9A CBS This Morn								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/03/16 10/09/16	F 2	\$100.00	0.00						
Week: 10/10/16 10/16/16	MTWTF 10	\$100.00	0.00						
N 2 KION 10/07/16 10/16/16	CBS Sun Morn 7a-830a CM	7a-830a	S	:30	1	\$350.00P-2	0.00 NM	2	\$700.00
	CBS Sun Morning								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/03/16 10/09/16	S 1	\$350.00	0.00						
Week: 10/10/16 10/16/16	S 1	\$350.00	0.00				,		
N 3 KION 10/07/16 10/16/16	6 M-F 9a-10a CM	9a-10a	MTWTF	:30	0	\$100.00P-2	0.00 NM	6	\$600.00
	M-F 9a-10a								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/03/16 10/09/16	F 1	\$100.00	0.00			,			
Week: 10/10/16 10/16/16	MTWTF 5	\$100.00	0.00						
N 4 KION 10/07/16 10/16/16	6 M-F 2p-3p CM	2p-3p	W-F	:30	2	\$75.00P-3	0.00 NM	2	\$150.00
	M-F 2p-3p								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/03/16 10/09/16	0	\$0.00	0.00						
Week: 10/10/16 10/16/16	2	\$75.00	0.00						
N 5 KION 10/07/16 10/16/16	6 M-F 3p-4p CM	3p-4p	MTWTF	:30	0	\$100.00 P-3	0.00 NM	6	\$600.00
	M-F 3p-4p								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/03/16 10/09/16	F 1	\$100.00	0.00						
Week: 10/10/16 10/16/16	MTWTF 5	\$100.00	0.00						

Print Date: 10/06/16 08:28:03 Page 2 of 2

 Order / Rev:
 330539
 Advertiser:
 Save Lives CA

 Alt Order #:
 Product Desc:
 CBS - Salinas, CA

 Flight Dates:
 10/07/16 - 10/16/16
 Estimate:
 433

Ln Ch Start E	End Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
N 6 KION 10/07/16 10	D/16/16 M-F 4p-5p M-F 4p-5p	СМ	4p-5p	MTWTF	:30	0 \$150.00P-2	0.00 NM	7	\$1,050.00
	d Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
	09/16F 16/16 MTWTF	1 6	\$150.00 \$150.00	0.00 0.00				İ	
N 7 KION 10/07/16 10			5p-530p	MTWTF	:30	10 \$300.00P-2	0.00 NM	10	\$3,000.00
	M-F 5p-530p Nev								
	<u>Date</u> <u>Weekdays</u> 09/16F	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00					
Spot Ch Date Range	Description		End Time		Veekdays	Length Rate	Rtg Type		
	09/16 M-F 5p-530p News	5p-5	30p	-	F	:30 (\$300.00)	0.00 NM		
See MG 7.13 [Pod Violation] P	od Violation								
	09/16 M-F 5p-530p News	5p-5	30p	-	F	:30 \$300.00	0.00 NM	Y	
MG for 7.2 10/07	•								
	16/16 MTW-F	8	\$300.00	0.00					
N 8 KION 10/07/16 10	M-F 6p-630p New M-F 6p-630p New		6p-630p	MTWTF	:30	2 \$200.00 P-3	0.00 NM	5	\$1,000.00
Start Date End	<u>d Date</u> Weekdays	Spots/Week	Rate	Rating					
	09/16F	1	\$200.00	0.00					
Week: 10/10/16 10/7 N 9 KION 10/07/16 10	16/16 MTW-F	Nous CM	+======	0.00	.00	4 005 000 0	0.00.184		4400.00
	SA CBS Evening		530p-6p	S-	:30	1 \$95.00P-3	0.00 NM	2	\$190.00
	<u>d Date</u> <u>Weekdays</u> 09/16S-	Spots/Week	Rate	Rating		,			
	16/16S-	1	\$95.00 \$95.00	0.00 0.00					
N10 KION 10/07/16 10	0/16/16 M-F 1135P-1235A M-F 1135P-1235A		1135P-1235A	M-WTF	:30	0 \$75.00P-3	0.00 NM	5	\$375.00
Start Date End	Date Weekdays	Spots/Week	Rate	Rating					
	09/16F 16/16 M-WTF	1 4	\$75.00 \$75.00	0.00					
N11 KION 10/07/16 10			11P-1135P	0.00 MTWTF	:30	0 \$200.00P-2	0.00 NM	12	\$2,400.00
	M-F 11P-1135P				.00	10 4200.001 2	0.00 14101	12	Ψ2,400.00
	<u>J Date</u> <u>Weekdays</u> 09/16F	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00					
Spot Ch Date Range	<u>Description</u>		/End Time		Veekdays I	Length Rate	Rtg Type		
	09/16 M-F 11P-1135P Nev	vs 11P-	1135P	-	F	:30 (\$200.00)	0.00 NM		
See MG 11.13 [Pod Violation] Po	od Violation								
= = = = = = = = = = = = = = = = = = =	09/16 M-F 11P-1135P Nev	vs 11P-	1135P	_	F	:30 \$200.00	0.00 NM	·	
	16/16 MTWTF		\$200.00	0.00					
N12 KION 10/07/16 10	SA 11P-1130P Ne SA 11p-1130p Ne	ews	11P-1130P	S-	:30	2 \$125.00 P-3	0.00 NM	4	\$500.00
	I Date Weekdays	Spots/Week	Rate	Rating					
Spot Ch Date Range	09/16S- Description		\$125.00 /End Time	0.00 W	Veekdays I	Length Rate	Rtg Type		
	09/16 SA 11P-1130P New		1130P		Sa	:30 (\$125.00)			
See MG 12.5 [Pod Violation] Po	nd Violation								
	00 Violation . 09/16 SA 11P-1130P New:	s 11P-	1130P	_	sa	:30 \$125.00	0.00 NM		
⊕ MG for 12.1 10/0						123 \$123.00	2.00 1111		
Week: 10/10/16 10/1	16/16S-	2	\$125.00	0.00					

330539

Station Order Revised Yes on 56-Save Lives California

Market:

Monterey-Salinas

Flight Dates: Friday, October 7, 2016 to Sunday, October 16, 2016

Estimate ID

433

Contact: Kristy Santiago

Email: kristy.santiago@kionrightnow.com

Phone:

831-784-1702

Fax:

831-757-1766

Direct:

KION-TV

Program Name	DP	Days Length	Gross Rate	Fri Oct 07	Sat Oct 08	Sun Oct 09	Mon Oct 10	Tue Oct 11	Wed Oct 12	Thu Oct 13	Fri Oct 14	Sat Oct 15	Sun Oct 16	Total
CBS This Morning 7:00 AM 9:00 AM	EM	M-F 30	\$100.00 \$1,200.00	2			2	2	2	2	. 2			12
CBS Sun Morn 7:00 AM 8:30 AM	EM	Su 30	\$350.00 \$700.00			1							1	2
Live Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$100.00 \$600.00	1			1	1	1	1	1			6
Let's Make a Deal 2:00 PM 3:00 PM	DT	M-F 30	\$75.00 \$150.00						1		1			2
Dr. Phil 3:00 PM 4:00 PM	DT	M-F 30	\$100.00 \$600.00	1			1	1	1	1	1			6
Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$150.00 \$1,050.00	1			2	1	1		2			7
KION 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$300.00 \$3,000.00	2			2		2		2			10
KION 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$200.00 \$1,000.00	1			1	1	1		1			5
Sat 5:30p News 5:30 PM 6:00 PM	EN	Sa 30	\$95.00 \$190.00		1							1		2
Colbert 11:35 PM 12:35 AM	LF	M-F 30	\$75.00 \$375.00	1			1	•	1	1	1			5
KION 11p News 11:00 PM 11:30 PM	LN	M-F 30	\$200.00 \$2,400.00	2			2	2	. 2	2	2			12

Mary Wittemyer

BlueWest Media

5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 10/5/2016 9:05:44 PM

KION-TV

Page 1 of 2

Station Order Revised Yes on 56-Save Lives California

Market:

Monterey-Salinas

Flight Dates: Friday, October 7, 2016 to Sunday, October 16, 2016

Estimate ID

433

Contact: Kristy Santiago

Email: kristy.santiago@kionrightnow.com

Phone: 8

831-784-1702 831-757-1766

Fax:

Direct:

KION-TV

Program Name	DP	Days Length	Gross Rate	Fri Oct 07	Sat Oct 08	Sun Oct 09	Mon Oct 10		Wed Oct 12	Thu Oct 13	Fri Oct 14		Sun Oct 16	Total
Sat 11p News 11:00 PM 11:30 PM	LN	Sa 30	\$125.00 \$500.00		2							2		4
Station Gross Totals Station Net		·	11,765.00 10,000.25	11	3	1	12	10	12	7	13	3	1	73

Mary Wittemyer **BlueWest Media**5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 10/5/2016 9:05:44 PM

KION-TV

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: Date: 10/6/2016	PRINCIPLE OF THE SECRET WAY BE
	ACTIVITY OF THE PROPERTY OF THE PARTY OF THE
	reconstructainement instruction
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I, BlueWest Media
do hereby request station time concerning the following issue:

	12.00		900) - 1000 1800	10
Tax	A CONTRACTOR STATE			
		1000000	2.7.20.00	H. L.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks				
SEE ATTACHED SCHEDULE									
Date (of First Broadc	ast:	Date of Last Broadcast:						
Friday	, October 7, 2	2016	Sunda	y, October 16,	2016				

This broadcast time will be used by: Yes on 56-Sale Lives California

THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT "COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE." FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Tax	
I represent that the payment for the above described bruby (name and address):	padcast time has been furnished
and you are authorized to announce the time as paid fo (hereinafter referred to as the "sponsor").	r by such person or entity
· · · · · · · · · · · · · · · · · · ·	

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

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THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Yes on 56-Sale Lives California 1201 J Street Suite 200, Sacramento, CA 95814

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jim DeBoo Campaing M. Alma Hernandez Tr

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

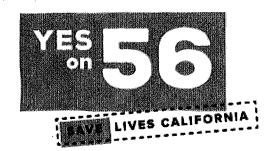
The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least ______ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Thursday, October 6, 201	16 May With	720-370-7700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted	☐ Accepted in Part	☐ Rejected
Ally Straw	KRISTy Sportago	6M
Signature	Printed Name	Title



Protect kids.
Fight cancer.
If you don't smoke, you don't pay.

October 4, 2016

To Whom It May Concern:

The Yes on 56 – Save Lives California campaign, at 1020 12th Street, Suite 303, Sacramento, CA 95814, authorizes Blue West Media of Denver, Colorado to serve as a media buying agency for an individual media placement on behalf of Yes on 56 – Save Lives California, running October 7-24, 2016.

The Yes on 56 – Save Lives California campaign will also maintain GMMB of Washington, DC as a media placement agency, and all buys placed in the past or the future by the GMMB agency on behalf of Save Lives California will remain under the responsibility of the GMMB agency.

Spot traffic sent by Blue West Media will apply only to schedules placed by Blue West Media. Similarly, all spot traffic sent by GMMB will only apply to schedules placed by GMMB.

If there are any questions regarding this authorization, please contact myself at the number below.

Jim DeBoo Campaign Manager Yes on 56 – Save Lives California 916-806-1526







